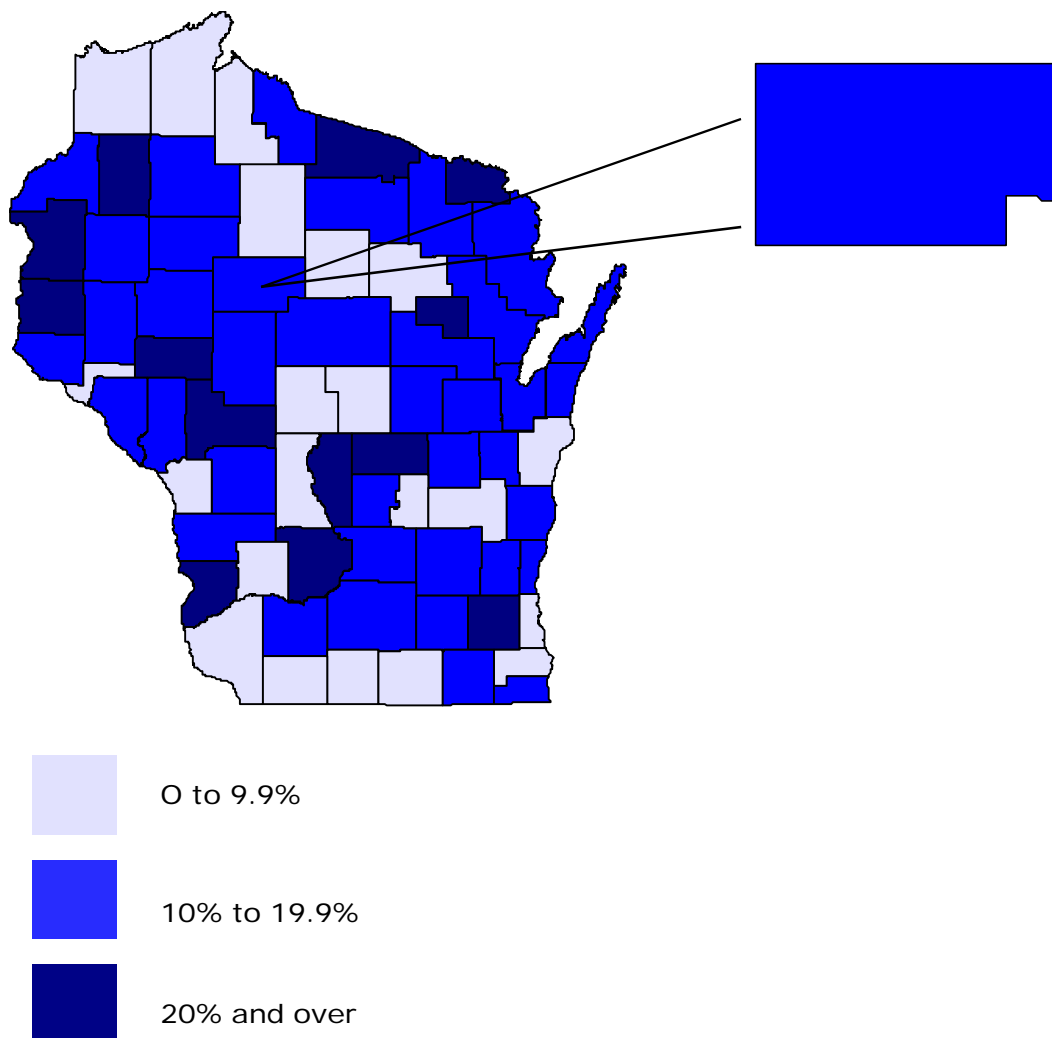


Taylor County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Taylor County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

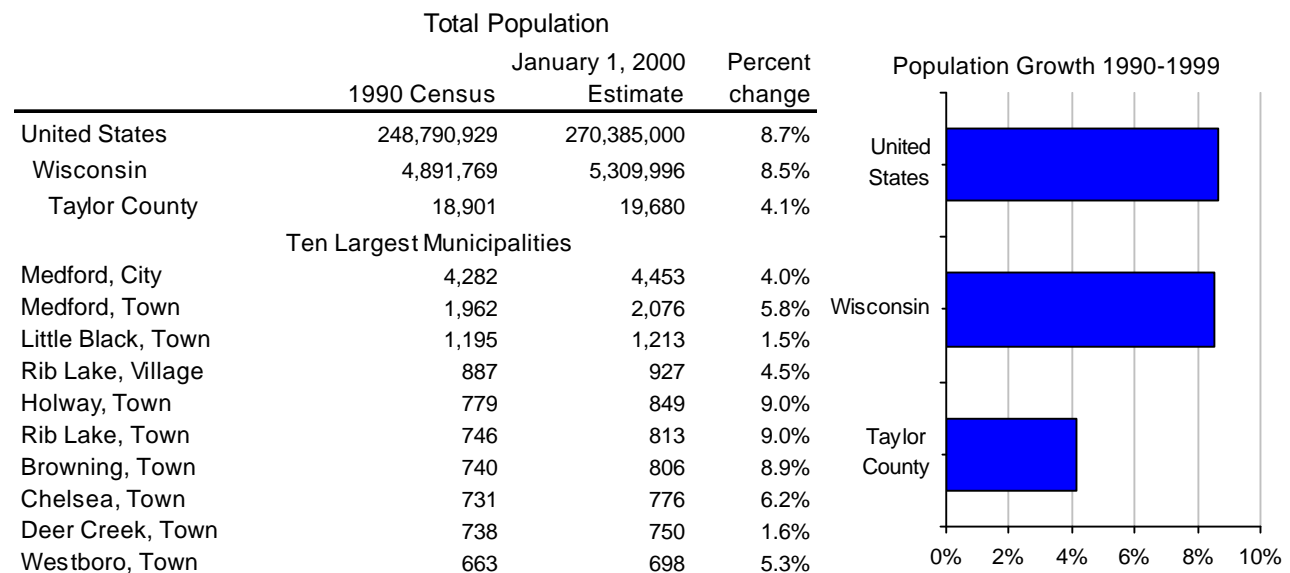
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Taylor County Population and Civilian Labor Force

The total population in Taylor County grew 4.1 percent from 1990 to January 2000, less than both state and national expansion. The largest numeric increase in population was in the City of Medford, followed the second largest increase in the Town of Medford. Together, they accounted for nearly 37 percent of the increase in county population since 1990. The increase in county population was primarily from an increase from natural causes (2,300 births vs. 1,776 deaths). The migration rate in the county was only 1.4 percent compared with the state rate of 3.7 percent. Even though the migration is low, it reverses a trend prior to 1996 when people moved from the county.

Of the 19,680 residents living in the county at the end of 1999, 14,656 (75%) were 16 years and older. Since 1990, this population segment increased 899, while the segment aged 15 and under decreased by 121, resulting in the net county population increase of 779.

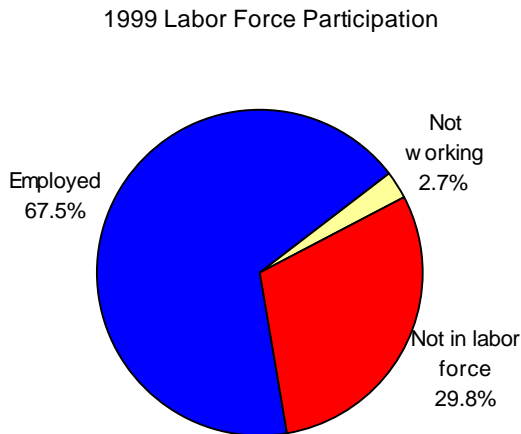


* Taylor County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Taylor County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 14,410. Of those, 10,100 were actively participating in the labor force and the labor force participation rate was 70.2 percent. While that is an increase from 1990, it is below the state participation rate of 72.3 percent but higher than national participation of 67.1 percent.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and by 65 most workers have retired.

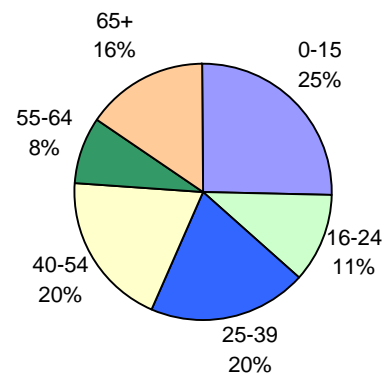
The largest change from 1990 to 1999 in the labor force age population (16 years and older) occurred in the 40-54 year old age group as residents matured. Since participation rates are highest between the ages of 25-44 years, and employment opportunities were plentiful, total labor force participation increased through the late 1990s. More recently, however, the size of the labor force declined as county residents grew older. This is most apparent in the reduction of the 25-39 year old group, once the largest in the county.

The supply of labor should continue near the current level until early into the next decade. By 2005, however, the number of available teenagers and young adults will decline, and by 2010, the number of 45-54 year olds will also diminish. The only population segment projected to increase is that group over the age of 55 and participation in the labor force from this group is low. By 2010 one-third of the labor force population will be over 55 years old.

Taylor County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	5,144	5,023	-2.3%
16-24	2,097	2,194	4.7%
25-39	4,375	3,870	-11.6%
40-54	2,856	3,869	35.5%
55-64	1,559	1,666	6.8%
65+	2,870	3,058	6.6%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Taylor County Civilian Labor Force Data

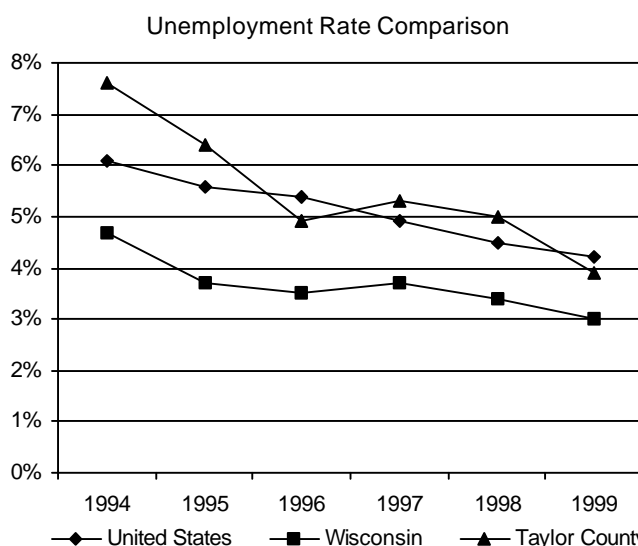
	1994	1995	1996	1997	1998	1999
Labor Force	10,700	10,700	10,800	10,700	10,400	10,100
Employed	9,900	10,000	10,300	10,200	9,900	9,700
Unemployed	810	680	540	570	530	390
Unemployment Rate	7.6%	6.4%	4.9%	5.3%	5.0%	3.9%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (70.2% of the labor force age population in Taylor County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Taylor County in 1999 of 10,100, 3.9 percent were unemployed. This is higher than the state unemployment rate of 3.0, but lower than the national rate of 4.2 percent.

The number of residents employed in 1999 fell to a five-year low as employers found it more difficult to fill vacancies. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Taylor County includes not only residents who work for employers located both in and beyond the county boundaries, but all self-employed residents and proprietors. Roughly 25 percent of the



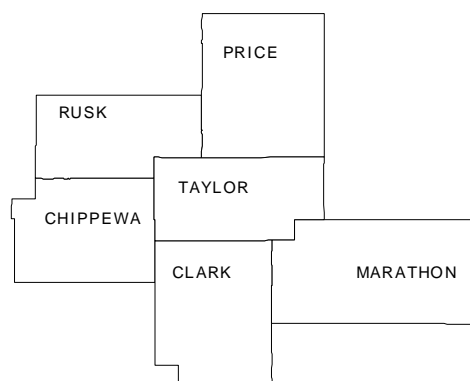
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

number of employed in Taylor County are either farm or nonfarm proprietors. Since 1994 total employed decreased by 200 while the number of proprietors increased 141. In the last year, however, the number of proprietors in the county also declined.

Taylor County Commuting Patterns

	Commute To	Commute From	Net Commute
Chippewa County	100	70	-30
Clark County	328	377	49
Marathon County	203	356	153
Price County	87	148	61
Rusk County	137	25	-112
Elsewhere	181	48	-133
Total	1,126	1,054	-72
Commute within County	7,473		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

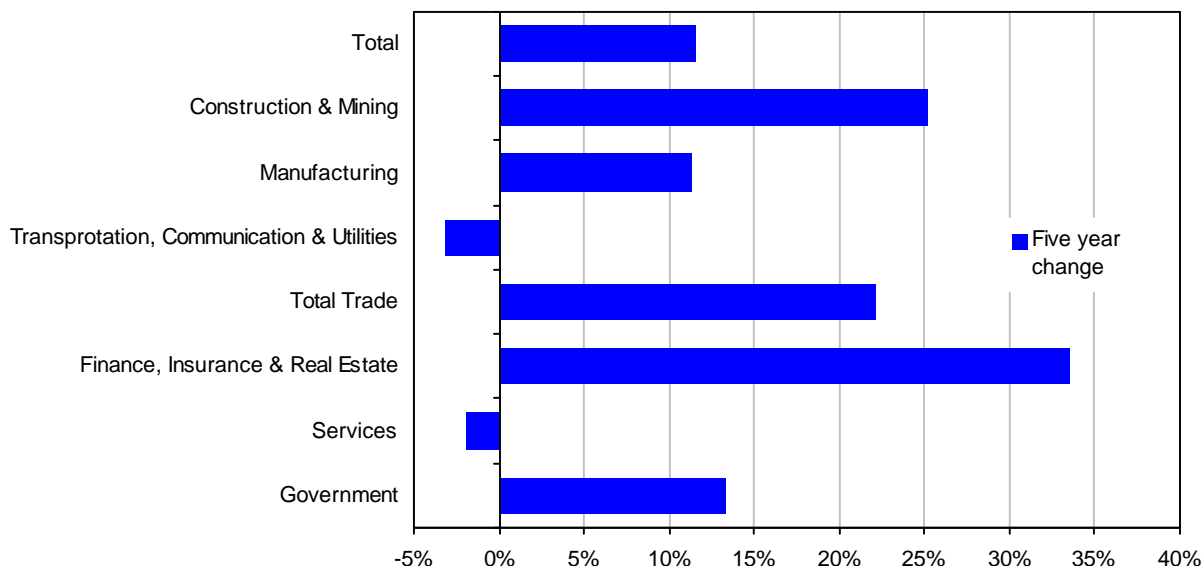


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Taylor County in 1990 that included 10 percent of the labor force, roughly 1,130 residents, who commuted to communities in surrounding counties for a job. The most traveled to destination was the City of Wausau. Of those who commuted out of the county for work, over 13 percent were employed in Wausau.

Taylor County residents are joined every day by over 1,000 workers, nearly as many workers commute into the county as commute out. Most of the in-bound traffic comes from neighboring communities, especially those in Clark and Marathon counties. For both the workers who commute into the county and those who live there, the primary destination is the City of Medford. One in every two employed residents works in Medford, which is home to the county's largest employers.

Taylor County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	7,792	8,014	9,428	9,526	8,294	8,694	4.8%	11.6%
Goods Producing	3,293	3,354	3,408	3,386	3,367	3,702	10.0%	12.4%
Construction & Mining	248	276	351	264	234	310	32.6%	25.2%
Manufacturing	3,045	3,078	3,057	3,123	3,133	3,392	8.3%	11.4%
Durable	1,863	1,841	1,874	1,954	1,989	2,207	11.0%	18.4%
Nondurable	1,182	1,237	1,183	1,168	1,144	1,185	3.6%	0.3%
Service Producing	4,499	4,660	6,020	6,140	4,928	4,991	1.3%	11.0%
Transportation, Communications & Utilities	462	461	458	446	442	448	1.2%	-3.2%
Total Trade	1,510	1,607	2,845	2,946	1,755	1,844	5.1%	22.1%
Wholesale	386	404	1,635	1,693	443	467	5.3%	21.0%
Retail	1,124	1,202	1,210	1,253	1,312	1,377	5.0%	22.5%
Finance, Insurance, and Real Estate	243	238	247	278	328	325	-1.0%	33.5%
Services & Misc.	1,387	1,401	1,473	1,476	1,431	1,359	-5.0%	-2.0%
Total Government	896	953	996	994	972	1,016	4.6%	13.3%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and self-employed workers. This data, also known as place-of-work data, counts the number of jobs at a work site without consideration of where the jobholder lives.

Taylor County nonfarm wage and salary employment exceeded state growth in both the one- and five-year intervals. Taylor County employers added over 900 jobs during the five-year period, of which 400 were added in the last year. Many of those jobs were filled by jobholders working more than one job or who commuted from surrounding communities. The share of employment in manufacturing, which dropped to 38 percent in 1998, rose to 39 percent in 1999 as production employers added 260 jobs during the year. This share is much higher than statewide where manufacturing jobs are 22 percent of total nonfarm employment. The majority of production jobs (57%) are in lumber and wood manufacturing, the largest industry group in the county. Plus, many jobs in transportation, communications and utilities are directly connected to hauling lumber and wood products.

Nearly all major industry divisions added jobs in 1999. Only two industry divisions; finance, insurance, and real estate and services, lost jobs. The tight labor supply that existed in 1998 was somewhat alleviated by the layoffs in neighboring counties.

Taylor County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Lumber And Wood Products	27	1,815	39	299
Food And Kindred Products	*	*	*	*
Health Services	20	611	28	-105
Eating And Drinking Places	32	573	76	155
Educational Services	4	541	2	51
Rubber And Misc. Plastics Products	*	*	*	*
Executive, Legislative, And General	25	394	15	24
Food Stores	8	305	-2	8
Trucking And Warehousing	30	279	-30	-46
Wholesale Trade-Nondurable Goods	11	274	-14	*

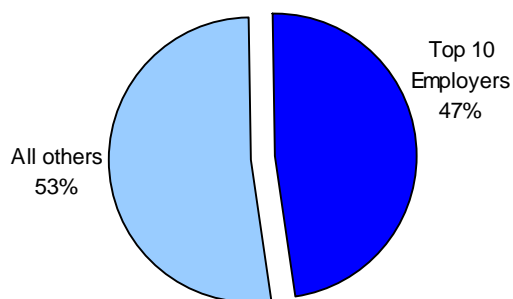
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Top 10 Employers

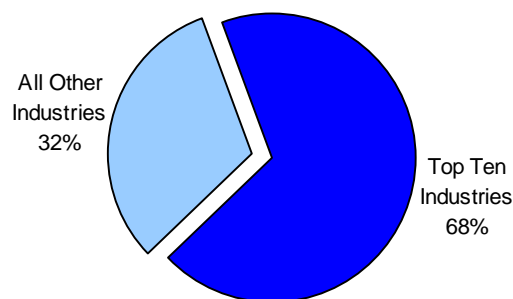
Company	Product or Service	Size
Weather Shield Mfg Inc	Lumber & wood products: windows and doors	1000+
Kraft Pizza Co	Food products: pizza	500-999
Hurd Millwork Co Inc	Lumber & wood products: windows and doors	250-499
Medford Public School District	Education	250-499
Memorial Health Center Inc	Health care services: hospital	250-499
Phillips Plastics Corp	Plastics products: injection molding	250-499
County of Taylor	Executive and general government	100-249
Marathon Cheese Corp	Wholesale trade: cheese products	100-249
Mc Donald's	Eating and drinking place	100-249
Copps IGA Food Center	Food store: groceries	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

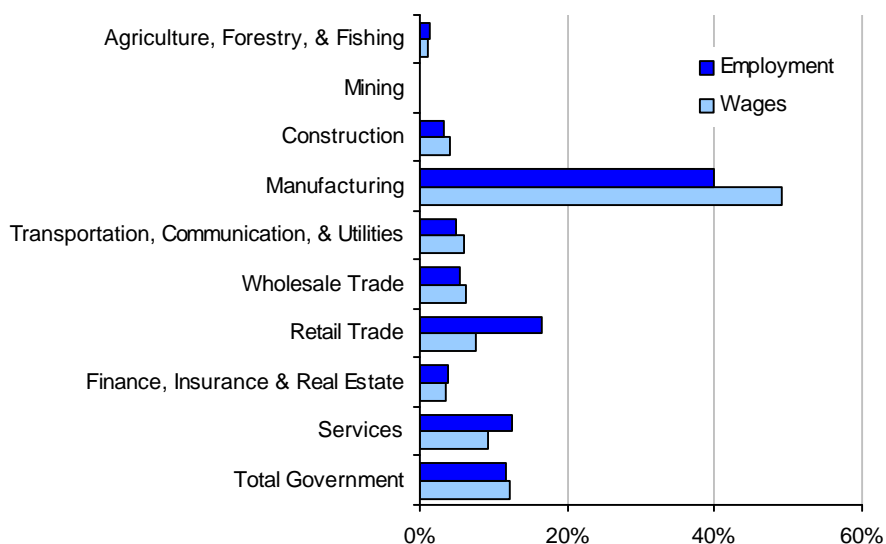


Only ten employers, out of 540, provide nearly half the jobs in Taylor County. The predominance of manufacturing is more noticeable in the list of top employers than the list of top industry groups. Four of the county's largest employers are manufacturers, and three of the top ten industry groups are part of the manufacturing division: lumber and wood, food and kindred, and rubber and plastics products. The third largest industry group, health services, includes hospitals, clinics, nursing facilities, medical laboratories, and home health care services. Many of the employers in health services are small, but Memorial Health Center, is on the list of largest employers. The fourth largest industry group, education services, includes both public and private institutions and employment is most often included with the larger government sector since most schools are funded by local taxes. Employment with private education facilities is included in the services industry division. The retail trade industry division is represented by two groups on the industry list: eating and drinking places, and food stores, and even though most retail establishments are small, two are among the county's largest employers. The trucking and warehousing industry group, part of the transportation, communication and utilities industry division, also has many small employers who provide service to the many manufacturers in the county.

Taylor County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,998	\$29,609	81.1%	0.8%	21.2%	8,398
Agriculture, Forestry, & Fishing	\$20,263	\$21,499	94.2%	-0.2%	0.2%	111
Mining	*	\$39,968	*	*	*	*
Construction	\$31,845	\$36,772	86.6%	3.3%	17.6%	264
Manufacturing	\$29,439	\$37,773	77.9%	1.0%	25.9%	3,359
Transportation, Communications, & Utilities	\$28,877	\$34,523	83.6%	-1.3%	15.3%	418
Wholesale Trade	\$26,952	\$38,048	70.8%	13.9%	28.8%	458
Retail Trade	\$11,068	\$15,066	73.5%	1.2%	13.6%	1,397
Finance, Insurance, & Real estate	\$22,224	\$37,911	58.6%	3.6%	5.2%	330
Services	\$17,772	\$26,041	68.2%	-9.3%	23.1%	1,042
Total Government	\$25,214	\$32,017	78.8%	-0.4%	11.9%	977

Total Employment and Wage Distribution by Industry Division



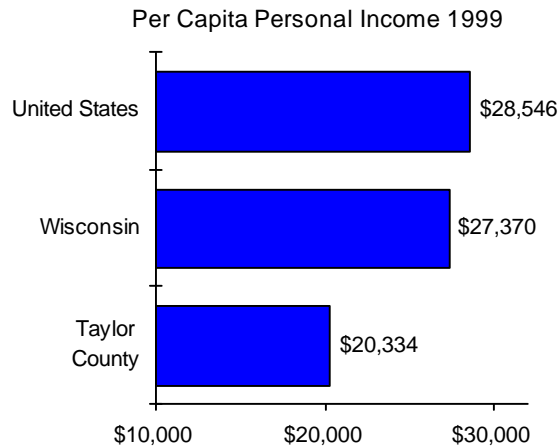
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e., retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e., railroads, parochial schools.

There is no doubt about the significance of manufacturing employment in Taylor County. The total payroll from manufacturing employers, distributed among 3,359 workers, was \$98,885,446 in 1999. Although manufacturers have the highest payroll in the county, the average annual wage is only 78 percent of the average wage received by other production workers statewide. The second highest payroll at \$24,633,972, from government agencies, is roughly one-fourth of the manufacturing payroll. Total payroll from all industries was \$201,536,697 and, when divided by the 8,398 jobholders in 1999, produced an annual average wage of \$23,998.

Workers in construction received the highest average wage which was 87 percent of the wages paid for similar work statewide. Annual average wages in the county were 81 percent of the state average of \$29,609, less than in 1998 but greater than in 1997. County increases in annual wages lagged the state 3.8 percent increase from 1998 to 1999, but nearly matched the 21.7 percent increase over the last five-year period.

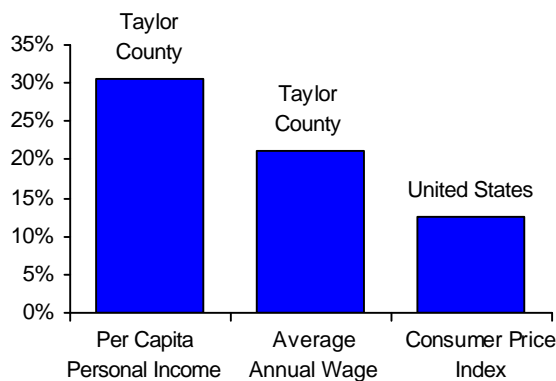
Taylor County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Taylor County was 74 percent of the state's, and was lower than 52 other Wisconsin counties.

The PCPI in Taylor County, which increased 30.7 percent in the last five years, exceeded both national and state five-year increases of 26.4 and 26.1 percent, respectively. Annual increases in the PCPI lagged both national and state increases in three of the last five years, including 1999.

Comparison of Selected Data: 1994 - 1999



Growth in the county PCPI outpaced annual average wages. Net earnings from personal income are 65 percent of total personal income (TPI) and include not only wages of residents (many who work more than one job), but also self-employment and proprietor's income. Net earnings increased 30 percent during the five-year period, better than the increase in annual average wages and slightly better than the 29 percent increase in the state. The ratio of net earnings as a share of TPI has increased since 1996 as the share of asset and transfer payment income declined. Income from assets, which is now 19.3 percent of TPI, increased 45 percent during the five-year interval. Transfer payments rose 18.5 percent and comprise 16 percent of total income in the county compared with 12 percent statewide.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Taylor County	\$15,562	\$16,125	\$17,246	\$17,867	\$19,545	\$20,334	4.0%	30.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 17.18	\$ 15.57
Assembler and fabricator	10.50	10.82
Bookkeeper/account clerk	10.37	10.06
Cashier-checker	6.72	6.40
Industrial production manager	22.31	20.63
Inspector/tester, production	11.86	11.33
Janitor/cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Office clerk, general	9.41	9.25
Packaging/filling machine op.	11.85	11.65
Retail salesperson	8.40	7.09
Truck driver, heavy and OTR	14.47	13.39
Woodworking machine setter/ops	9.80	9.68

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Taylor County was 97 percent of that for workers in all BOS counties. However, that varies by industry from 100 percent in the construction division to 83 percent in retail trade.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.